



10 February 2020

Plexure Group Limited Revenue Guidance Update

On the 26th of September 2019, Plexure Group Limited (PLX) provided the market with revenue guidance of \$21.0m to \$23.0m. Based on its continuing strong sales performance, the Company is updating its revenue guidance for the financial year ending 31 March 2020 to a range from \$24.5m to \$25.0m. By comparison with the FY19 revenues of \$16.9m, this represents a 45% uplift at the lower end of the range and a 48% uplift at the upper end of the range.

The Company will not be providing EBIT guidance as the impact of the Company's expansion plans and platform investment cannot be accurately assessed at this juncture.

ENDS

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About Plexure

Plexure is a mobile engagement software company. Global brands use the Company's products to engage consumers on mobile devices and drive them to store with personalised offers, mobile order and pay and loyalty. Plexure's software integrates with operational systems to remove friction and create a seamless purchase experience for consumers.

Plexure makes the sales process for physical retailers seamless, engaging and profitable by identifying where customers are, what they want and then facilitating their purchases.

The Company's technology platform and product offering covers five key capabilities:

- Mobile order and pay
- Next generation loyalty programmes
- Personalised offers
- Analytics
- Seamless operations integration

Brands that use Plexure experience an increase in customer numbers and visit frequency, higher average transaction values, larger share of wallet and improved customer satisfaction scores.

The Company now has over 162 million end users on its platform in over 61 countries.

Plexure has offices in Auckland, Chicago, Atlanta, Tokyo and Copenhagen. Clients include McDonald's, 7-Eleven, White Castle, Ikea, and Loyalty New Zealand.